

REMSCHEL MOTOR COMPANY

Ford Authorized Sales and Service Establishment Dealing in Ford Cars, Trucks and Fordson Tractors, Is Complete Auto and Farm Supplies Business House.

The widespread and general use of the Ford automobile makes it essential to the automotive industry that thereby throughout the country a number of well equipped sales and service stations handling cars, parts, supplies and service for Ford cars and trucks.

The Remschel Motor Company at 119-121 North Fairfax street, Alexandria, established in May 1913 is one of the largest and most fully equipped of these sales and service stations in Virginia, and the volume of business it handles in its unrestricted territory is immense.

The Remschel Motor Company's sales and show rooms and its repair department, in which the machinery and equipment is of the latest approved and most efficient type, are located in a big double building having adequate floor space for meeting all requirements of motorists of this section. The stock embraces all parts, supplies, accessories and many of the tested and proved specialties.

This enterprise has fifteen employees, most of them skilled mechanics, and all well grounded in the knowledge of cars, their maintenance, etc. Two service trucks are used in the handling of the business of this concern and at any time of day or night that there is need for service a representative of the Remschel Motor Company can be counted upon to supply it.

Mr. Remschel's idea of service is "service when it is needed," and he is always prepared to see that his idea is carried out. Not only does he look out for the interests of Ford owners but also for the interests of the farmers using mechanical equipment.

The most progressive of farmers today are using Fordson tractors, the agency for which the Remschel Company also is. Tractor service is given as well as services on cars and trucks. About 250 Ford cars are sold and delivered by the Remschel Motor Company each year, and a large number of trucks and tractors.

Mr. A. M. Remschel, proprietor of this company is a member of the Chamber of Commerce and is one of its most active members. He is a member also of the Kiwanis club, one of the liveliest of business organizations in the country which devotes much of its time and thought to constructive civic effort. He is a broad-minded public spirited citizen and is an enthusiastic advocate for a "White Way" for a road to Fairfax courthouse and a ferry across the Potomac.

Mr. M. A. Bayliss, manager of the plant and sales rooms of the Remschel Company is another of Alexandria's well known public spirited citizens and is widely popular. Mr. Bayliss has been in the automobile business for about ten years and knows the trade and its requirements thoroughly.

ALEXANDRIA COFFEE CO.

Importers and Distributors of High Grade Teas and Coffees—Roasts Its Own Special Brands and Has Large Business in This Section

Perhaps the reason Alexandria Coffee Company's products are so tasteful is because they are roasted right at home by a process that has proved successful and satisfactory for a dozen years.

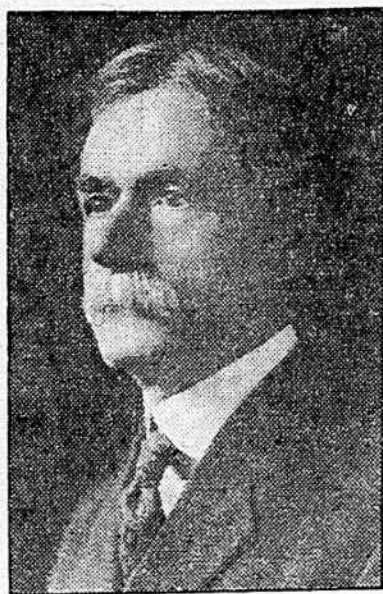
The company, which is one of the largest importers and distributors of coffee in the South, makes a specialty of its four famous brands—the Santon, Bon Alpha, Justice and Yates Steel Cut.

It carries a complete line of high-grade teas, coffee, spices, and grocery specialties, and does an extensive business through Northern Virginia and Southern Maryland. Peanuts as well as coffee are freshly roasted in the store, and every precaution is taken to retain the qualities which make its coffee superior in every way.

The building at 307 Prince Street is entirely occupied by the company which owns the structure embracing three stories and a basement.

Mr. C. R. Yates, owner of the business, is a prominent citizen of Alexandria has been at its head for twelve years. He is a native of the city and has been in business here a quarter of a century. From 1898 to 1906 he was a prominent member of the school board and did much to advance the interest of public education in the city.

During the last year 62,000,000 square yards of concrete highway was laid in the United States. This is almost double the figure for 1920.



M. E. HARLOW

M. E. Harlow, native of Alexandria, Va., attended the private schools of Miss Margaret Walsh, Miss Virginia Clarkson and St. John's Academy, and was compelled to discontinue school on account of family moving south, in May, 1861, returning the latter part of 1864, and owing to the necessity of being compelled to assist in the support of his family, was denied the opportunity of finishing his education.

He accepted a position as time-keeper in a Government planing mill, located on the corner of Fairfax and Queen streets, and remained there until March, 1865, when he was compelled to resign on account of his refusal to take the oath of allegiance to the United States Government.

He assisted his father in his business for a few years, then in 1871 united with his brothers, John and George, in the wholesale grocery and commission business. In 1872 he was elected a member of the Board of Health of Alexandria city, and on its organization was selected secretary, in 1874 he was elected a member of the City Council from the Second Ward, and re-elected in 1875; elected city treasurer in May, 1876, serving from July 1 of that year until July 1, 1900, when he voluntarily retired from public life.

During his twenty-four years as city treasurer the following deputies served with him:

James R. Caton, who served from July 1, 1876, until July 1, 1886, when he was succeeded by Charles C. Carlin, who ran until July 1, 1892. His successor was John D. Normoyle, who served until July 1, 1900, when Mr. Harlow voluntarily retired. Mr. Edward J. Flemming served under Mr. Harlow as assistant city treasurer for a number of years.

Upon turning over this office to his successor he said: "You are assuming the duties of this position under vastly different auspices from that which existed when I took this office. Alexandria had neither money nor credit, and I turn it over to you with its credit as high as any city in the country and ample funds to run this office for the balance of the fiscal year."

Mr. Harlow was engaged during his business life in many lines of business.

He was a member of the firm of Harlow Bros., Wholesale Grocery and Commission Merchants; conducted a large real estate office; secretary and treasurer of the Alexandria Brick Works; treasurer of two building associations and president and general manager of one which he organized; was secretary and treasurer of the Spring Park and Improvement Company (now Rosemont); secretary and treasurer and manager of the Rosslyn Development Company; secretary and treasurer of the Florida Soft Phosphate Company; director of the First National Bank for over 40 years, and vice president over 15 years; originator of the idea of the construction of an electric railroad from Washington, through Alexandria to the tomb of Washington, at Mount Vernon, and upon its organization, was elected one of the directors; was assigned the duty of selecting the route through Alexandria City, locating the offices and appointing the ticket agent, and was the first railroad official in the United States to appoint young women ticket agents.

Some years ago he brought to the attention of the Steam Railroad Corporation passing thru Alexandria, the desirability of changing their route west of Alexandria City, which suggestion was approved and resulted in his appointment by the six Railroads, in acquiring all the properties south of Alexandria, west and north, extending to the Four Mile Run, which resulted in the building of a fine Union Station, Potomac Yards, and later, the City acquired the extension of its corporation limits, taking in this magnificent territory.

As a youth he was elected a member of the Hydraulic Steam Fire Company and sometime after his election, was appointed Secretary, serving for several years, when he was elected President of the Company, which position he held until the disbandment of this magnificent Company.

Mr. Harlow was the originator of the Mt. Vernon Boulevard, a memorial to the Illustrious Washington, from the City he founded the National Capitol, thru Alexandria to his Tomb at Mt. Vernon; suggested the enlargement of the Post Office Building in this City and the deepening of the channel of the Potomac River, by increasing its depth from 18 ft. to 24 ft., by removing the obstruction of the Kettle Bottom and Mattawoman, succeeded thru the efforts of the late Congressman John F. Rixy in having Congress pass an appropriation bill sufficient in amount to carry out both of these improvements. He assisted in organizing and was elected President of the Business Mens League and continued in that office until it was succeeded by the present Chamber of Commerce.

He was associated with Iron C. C. Carlin, in having located at Alexandria, the Virginia Shipbuilding Corporation.

An incident occurred during his term of City Treasurer, which is worthy of notice, namely, that for two or three years this City was receiving only about two-thirds of the amount of the school fund which it was entitled to and on that account the Superintendent, the late Mr. Carne, advised him that the school

Board had decided to reduce the school term from 10 months to seven, owing to the want of funds to pay the teachers. He promptly replied that the Public Schools should continue 10 months as long as he held office and that the deficiency necessary to pay the teachers he would advance out of his own private funds. His explanation for this act was, that when he was a boy and reached the school age, there were no Public Schools in Alexandria, and it was an effort on the part of his father to give him the meager education which he received and as a result the children of the poor parents were denied the opportunities which the children of the rich enjoyed, in being able to acquire an education which would qualify them to fill the professions, public offices and engage in large business enterprises.

Mr. Harlow married in 1873 Miss Helen deChantal McCracken, daughter of the late John Clark and Mary Getty McCracken. She died in the year 1915.

TRADE EXTENSION

Probably only a few citizens in this community give much thought to Trade Extension—what it means to their daily necessities, what is being done, and what the possibilities are of further extension. Venice at one time controlled a large part of the civilized world through its merchants and bankers in their efficient development of Trade Extension. The entire life of the city was Commerce. They simply took advantage of their facilities—the Adriatic, the Mediter-

anean and the numerous seas adjacent thereto.

The average business man of today, who has a business of and consequence, can hardly find time to attend to his own affairs, consequently there is not much danger of political control. This little bit of history is brought out, however, to show what has been done. Ships, merchandise and finance had gained what blood had bought before.

A city without commerce is a city without identity. There are a few such cities in this country larger than Alexandria. They are known only as recreation centers. Good places to go for a change of atmosphere or a good time, but what does that amount to as far as the city itself is concerned? Other cities probably do not feature them—they live on Commerce. Commerce keeps the dollar moving and that is why millions are spent each year in advertising their products, their commodities, and themselves.

In our community Commerce means a great deal. Hundreds of families owe their livelihood to our great transportation systems which center here. Unfortunately a very large proportion of the merchandise carried by these lines originates at points some distance from here. Were we able to produce most of this merchandise, doubtless we would have thousands more families here to live off the commerce which could be controlled. What we do produce, however, means considerable to quite a number of our citizens. Some of our

industries are known throughout the southeast and middle central portions of this country where their products are used each day. Other industries while not known over quite so large a territory, are able to hold their business against competitive markets of other cities. These businesses are not numerous enough, though, to give the city the prominence that is should have. There should be more of them of every kind—many more. Then we would probably get the prominence that we would desire.

Our nearby country is very close to us commercially. Northern Virginia and Southern Maryland know us well. We have always served them. With them we have an identity. Our merchants have used every facility at their disposal to extend their trade. All things being equal from a point of service, our merchants contribute largely to our commerce. Local foreign trains moving over rail lines each day carry their business. Cooperation between the merchants and railroads has given the out-of-town buyer delivery service that is second to none in the country. Merchandise loaded in cars today, reaches its destination tomorrow in time for the immediate needs of the buyer. Other cities do not enjoy express service equal to this.

This is just one of the facilities that has been utilized. Our water facilities, while now under winter schedule, give us service that compares favorably with our nearest competitive city, in the territory that these particular lines traverse. However, there

is much to be extended yet by water, if other routes are developed. Unfortunately we have no coastwise routes, otherwise our trade could be extended much further.

In this territory where we are known and enjoy the distinction of having an identity as a city, the people look upon us as a part of their community and as necessary to their existence. Their products are brought in to be traded with us—products that we could not get along without. There is adjacent to us the most diversified agricultural country in the east. Its people are thrifty and energetic and have developed their lands as well as any other community. They have only one need and that is, better roads. A bricklayer or a tinner will not work in the rain. A farmer, however, in order to exist must often be required to travel in mud-holes and water to deliver his products. We must continually lend our moral and financial support to help get the farmer out of the mud, thereby helping ourselves.

There is a great possibility for Trade Extension. There is the whole world with which to trade. We cannot get it all, but that portion that we do get should know that we have an identity, and should be served in such a way that they will always look to us, and not consider us casually. In order to serve them, we must have something attractive to offer them. This means that we need many, many more industries in order to produce the merchandise to sell, and with such industries behind us, we could then have our material for TRADE EXTENSION.

Chas W. King.

WHAT IS THE SECRET OF THE "H. C. L."

There is no secret as to the high cost of living. The facts are as you know well. The farmers records show that the cost of production is out of balance with the prices received for his crops, due to marketing conditions and cost of hauling and transportation.

The fact that the younger generation's lack of interest in the agricultural industry has caused an influx of the rural population to the commercial centers has upset the equal distribution of labor, causing unemployment and idle land, the result of which is too many people consuming and too few producing.

What is The Solution?

The Fordson Tractor and the Ford Truck can and are doing a wonderful service in answering the above vital problems—in reducing the cost of production—increasing crops per acre and lowering the cost of marketing.

But aside from these immediate reliefs, the most important factor of this power-farming is the stimulant and interest it is to the junior farmer, which is strengthened by the net results of one's efforts and the elevation of drudgery work to a productive and interesting occupation.

Talk this over with the boys, and let us demonstrate the FORDSON'S possibilities on your farm.

Remschel Motor Company

117-121 N. Fairfax St.

Alexandria, Va.

"FORD AUTHORIZED SALES AND SERVICE"

Jerome Kaufmann

Raymond Blumenfeld.

THE

HOME OF THE FAMOUS

FASHION PARK

Good Clothes For Men

A Style For Every Type of Figure

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KAUFMANN AND BLUMENFELD

402-404 King Street

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Alexandria, Va.